

Claims

1. A system for capturing and/or verifying convergence traffic driven to a web via non-web technologies comprising;

a transmitter source that has a sub carrier that is an identifier for a media source and all related advertisements;

a receiving interface device which captures said media source that is actively being consumed by an occupant tuned to said source.

2. The system of claim 1 wherein said transmitter source is a satellite or antennae, which has a sub carrier signal that identifies said media source and all related advertisements.

3. A method for capturing and/or verifying convergence traffic driven to a web via non-web technologies comprising;

placing a side band signal or digital tag or watermark signal to each piece of content;

transmitting programming without any modification to said digital tags;

collecting said digital tags;

reporting said digital tags to a third party verification Internet collection point where it can be monitored by interested parties.

4. A system for capturing and/or verifying convergence traffic driven to a web via non-web technologies comprising;

a device for placing a side band signal or digital tag or watermark signal to each piece of content;

a transmitting source, which also has a collecting device for collecting said digital tags, said transmitting source transmitting programming without any modification to said digital tag;

said digital tags are collected and reported to a third party verification Internet collection point.

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